



Data and Privacy File Guides

Apple Media Services: Apps and Service Analytics Email Communications

July 2022

File name Services - Email Communications.csv

File description This file contains information about email communications for Apple services.

Why Apple keeps this information Apple retains this information in order to to support customer-facing communications for all Apple services.

Field Name	Details
Mercury ID	The identifier of the journey or campaign making the request
Apple ID Number	Apple account identifying number
Source Type	The source of the request (e.g., campaign, journey)
Request ID	A unique identifier for the request
Request Timestamp	Date and time when the request was sent to the user
Responses	List of resulting interactions between a user and email request
Response Context	Context surrounding the response
Response Time	Date and time when the user responded to the request
Response Codes	A summary of the user response codes from the email request
Drop Off Code	Sub category reason for email drop off response
User Journeys	Journey names, and properties that a user is currently in
User Tags	Tags used for powering journey automation
Journey User ID	An identifier for an instance of a user's journey
Type	Journey identifier for which the email was sent
Store Front Name	Country for which the email was sent
Journey ID	An identifier for the journey
Journey Version ID	An identifier for the journey version
Journey Start Time	The date and time the user's started the journey

Field Name	Details
Journey End Time	The date and time the user's ended the journey
Journey Step Time	The date and time the user's started the journey step
Status	The status of the journey (e.g., active completed, deleted, canceled, failed)
Control Status	Current state of the user in relation to other variations
Application ID	An identifier for the event's line of business (e.g., arcade, music, tv, etc.)
Created On	The date and time on which the action triggered the event
Device Details	Information about the hardware device from the eligible offer event
Device ID	The device identifier found in certain incoming marketing events
Device Serial Number	The serial number for the user's registered device
Tags	Any existing tag associated with the user's device
Tag-Retention Period	The retention period applied to that tag
Tag-Timestamp	The data and time the tag was applied to the user